

BRAND *South Africa*



Inspiring new ways

POSITIONING OF THE NATION BRAND

08 September 2023





> Contents

1. ENVIRONMENTAL ANALYSIS
2. STATE OF THE NATION BRAND
3. MARKETING STRATEGY
4. CAMPAIGN OBJECTIVES & DELIVERABLES

BRAND *South Africa*



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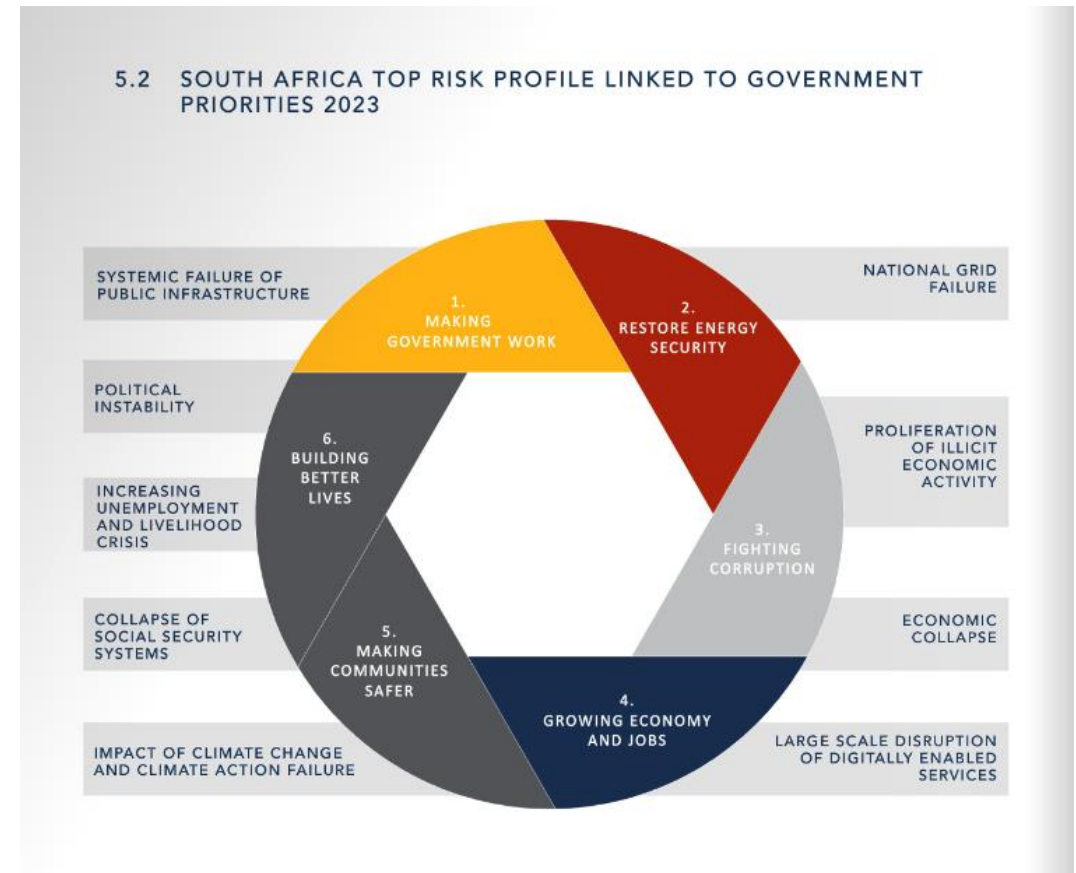
> Environmental Analysis



CONTEXT

- Brand South Africa is the official marketing and reputation management agency of South Africa, with a mandate to manage the Nation Brand's reputation, in order to improve its global competitiveness.
- Its international objective is to pro-actively market South Africa as an investment destination in order to improve the country's global competitiveness. This speaks to our reputation as a country, which is important as it impacts on investment decisions (which in turn influences employment and economic growth), our national sense of pride as well as social cohesion.
- Ultimately, Brand SA's vision is to deliver "a Nation Brand that Inspires its People and is Admired Globally".
- To achieve this vision, Brand South Africa must harness the collective contributions and assets from a multitude of stakeholders and role-players.
- One model that Brand SA has utilised extensively in managing the Nation Brand is the Anholt GFK-Roper theory, which postulates that "A Nation Brand is the sum of people's perceptions of a country across six core areas" - termed as the 'Nation Brand Hexagon' - mainly Tourism, Governance, Culture & Heritage, People, Exports and Investment & Immigration.
- Every brand is shaped and influenced by perceptions and it is imperative that South Africa achieves a favourable level of affinity and attains top-of-mind brand awareness in key markets around the world. Thus, actively promoting the Nation Brand on communication channels and platforms that target international audiences remains one of Brand SA's focus areas.
- Brand SA must leverage the country's key features and advantages in order to strengthen the nation brand.
- Previous communication such as #BISA have sought to showcase South Africa's achievements, world-class capabilities and unique offering - thus reinforcing how we, as a country, inspire new ways in everything that we do.
- An in-depth understanding of South Africa's Nation Brand insights from an international perspective will provide a robust foundation that can underpin all strategic communications - which, coupled with the identification of real / proven assets residing within key stakeholders' industry sectors, will facilitate credible and strategically sound communications.

TOP RISKS FOR SOUTH AFRICA ACCORDING TO THE INSTITUTE OF RISK MANAGEMENT SOUTH AFRICA



No.	Key Issues		Interventions
1.	Energy Security	<ul style="list-style-type: none"> • Frequent outages (load-shedding) & impact on the economy, SMME's & job creation • Impact on SA's standing as an attractive destination 	<p>Some of the key Achievements to date</p> <ul style="list-style-type: none"> • Eskom's generation fleet is showing sustained improvement • National Treasury has finalised a substantial debt relief package finalised for Eskom • Eskom has introduced powerful incentives for energy saving measures • One Stop Shop to provide a single entry point for renewable energy projects • Power Purchase Agreements have been signed with 19 projects from Bid Window 5 of the renewable energy programme totalling 1,759 MW. • Government has introduced special tax incentives for businesses and households who install solar and a revised bounce-back loan scheme to help small businesses go solar
2.	High levels of Corruption	<ul style="list-style-type: none"> • Perceived lack of action and results on identified corruption 	<ul style="list-style-type: none"> • National anti-corruption advisory council • Corruption Watch - a platform for citizens to report cases of corruption and influence swift action and change. • Formation of an anti-corruption agency for procurement, an anti-corruption unit, amendments to make the appointment of the National Director of Public Prosecutions more transparent, lifestyle audits for the Cabinet, new processes for the appointment of boards of SOEs, new intelligence laws and protection of whistle-blowers • Lifestyle audits for public servants in government have been compulsory since March 2021, and since March 2023, over 11,000 public servants have gone through the process. • Department of Public Service and Administration noted that 70 government departments had concluded thousands of lifestyle reviews for senior officials as at December 2022
3.	High Crime rate	<ul style="list-style-type: none"> • Damage caused by crime stats reporting Propensity for further Civil Unrest • GBV remains a challenge for SA 	<ul style="list-style-type: none"> • Gender-based violence (GBV) bills signed into legislation. • Increased police visibility in high crime areas • Enhanced crime prevention strategies to address <i>Illegal mining; Economic Infrastructure sabotage ; Financial Threats; Illicit trades ; GBV&F ; Cybercrime, and State Capture.</i> • Process of reviewing polices is underway to tighten enforcements (for example Firearms Control Act, the National and Provincial Liquor Acts, and the Second Hand Goods Act) • Play Your Part collaboration with SAPS
4.	Unemployment	<ul style="list-style-type: none"> • Youth unemployment rate higher than the national average 	<ul style="list-style-type: none"> • Youth Employment Initiatives (YES programme; Gauteng Crime wardens & Green Army) • Presidential Investment Drive and SAIC Announcements which should lead to job creation • Play Your Part initiatives targeting youth entrepreneurs
5.	Socio-economic challenges & inequality	<ul style="list-style-type: none"> • Impact of undocumented illegal immigrants on the fiscus (Health care; justice system and other socio-economic elements) 	<ul style="list-style-type: none"> • National Border Management Agency deployed border guards managed to confiscate and intercepted non-complying agricultural products, counterfeit goods; fuel; stolen vehicles destined to exit the country illegally; undocumented migrants entering the country illegally, and firearms and ammunition. • Establishment of inspectorate operations under Operation Siyasebenta.

NATION BRAND ENABLERS AND AMPLIFICATION STRATEGY

Enablers	Amplification Strategy
<ul style="list-style-type: none"> • Health infrastructure and Skills. 	<ul style="list-style-type: none"> • Amplifies the strategic leading role of South Africa in the Continent and Globally. • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • Science & Technology (Health sciences, Aerospace & Defence). 	<ul style="list-style-type: none"> • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • Favourable Business Climate 	<ul style="list-style-type: none"> • Investor assurance, investor confidence • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • Active Stock exchange (top 20 worldwide) 	<ul style="list-style-type: none"> • Investor assurance, investor confidence • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • Competent State Financial Management and Financial services sector 	<ul style="list-style-type: none"> • Investor assurance, investor confidence • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • World's largest producer of chrome, manganese, platinum, vanadium and vermiculite. • Second largest producer of ilmenite, palladium, rutile and zirconium 	<ul style="list-style-type: none"> • Enhances Nation Brand reputation and competitiveness • Strengthens exports
<ul style="list-style-type: none"> • Strategic geographical location, that makes it an ideal hub to access the sub-Saharan markets 	<ul style="list-style-type: none"> • Enhances Nation Brand reputation and competitiveness • Strengthens regional integration
<ul style="list-style-type: none"> • People, Creative Arts, Sports and Tourism 	<ul style="list-style-type: none"> • Enhances Nation Brand reputation and competitiveness
<ul style="list-style-type: none"> • International peace and security (38/168) 	<ul style="list-style-type: none"> • Amplifies the strategic leading role of South Africa in the Continent and Globally.

CHALLENGES FACING SOUTH AFRICA IN 2023

Macroeconomic forecasts (April 2023)				
Baseline scenario	2021	2022	2023f	2024f
ZAR/USD	14.78	16.37	17.81	18.31
Consumer price inflation (%)	4.6	6.9	6.0	5.5
Repo rate (end-of-period)	3.75	7.00	8.00	7.75
Real GDP growth (%)	4.9	2.0	0.7	1.2
Unemployment rate (%)	35.3	33.0	33.4	33.7
Probability weighted average	2021	2022	2023f	2024f
ZAR/USD	14.78	16.37	17.99	18.49
Consumer price inflation (%)	4.6	6.9	6.1	5.6
Repo rate (end-of-period)	3.75	7.00	8.01	7.81
Real GDP growth (%)	4.9	2.0	0.6	1.1
Unemployment rate (%)	35.3	33.0	33.4	33.8

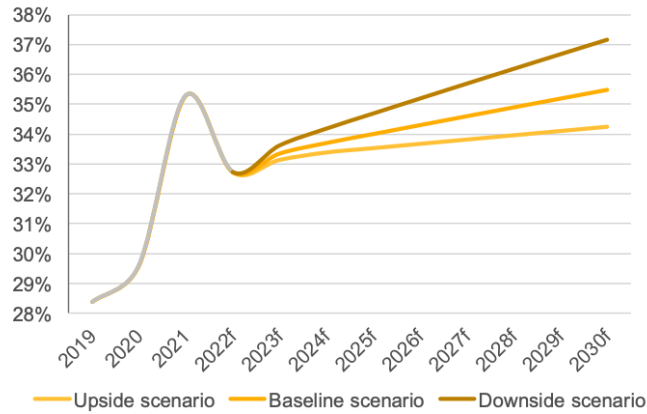
Inflation is expected to average 5.4% this year, but with a downside scenario risk of up to 6.0%.

South African Reserve Bank (SARB) Monetary Policy Committee (MPC) lifts repo rate by another 25 bps in January.

Total employment increased by 1.2 million in January-September 2022 on the back of stronger-than-expected GDP growth.

Load-shedding on 208 days reduced real GDP growth by up to five percentage points in 2022.

Figure 2: Unemployment rate (% of labour force) scenarios



Source: PwC

The unemployment rate is on an upward trajectory as structural constraints limit economic growth.

BRAND *South Africa*



Inspiring new ways

> State of the Nation



> SOUTH AFRICA'S GLOBAL REPUTATION

- In 2022 Brand South Africa launched the findings of the Global Reputation Study which monitored the country's performance on a range of competitiveness, reputation, and governance related indicators.
- The Study used 3 approaches where South Africa was compared with 10 markets, across 4 continents, in relation to perceptions on exports, investments, talent, tourism, and general reputation.
- It provides a holistic broad map on perceptions and their nuances across 13 key markets.

The strategic target markets for South Africa Nation Brand



Tier 1

- 1  USA
- 2  India
- 3  UK

Tier 2

- 4  Germany
- 5  Australia
- 6  Japan
- 7  France
- 8  Canada
- 9  Netherlands

Tier 3

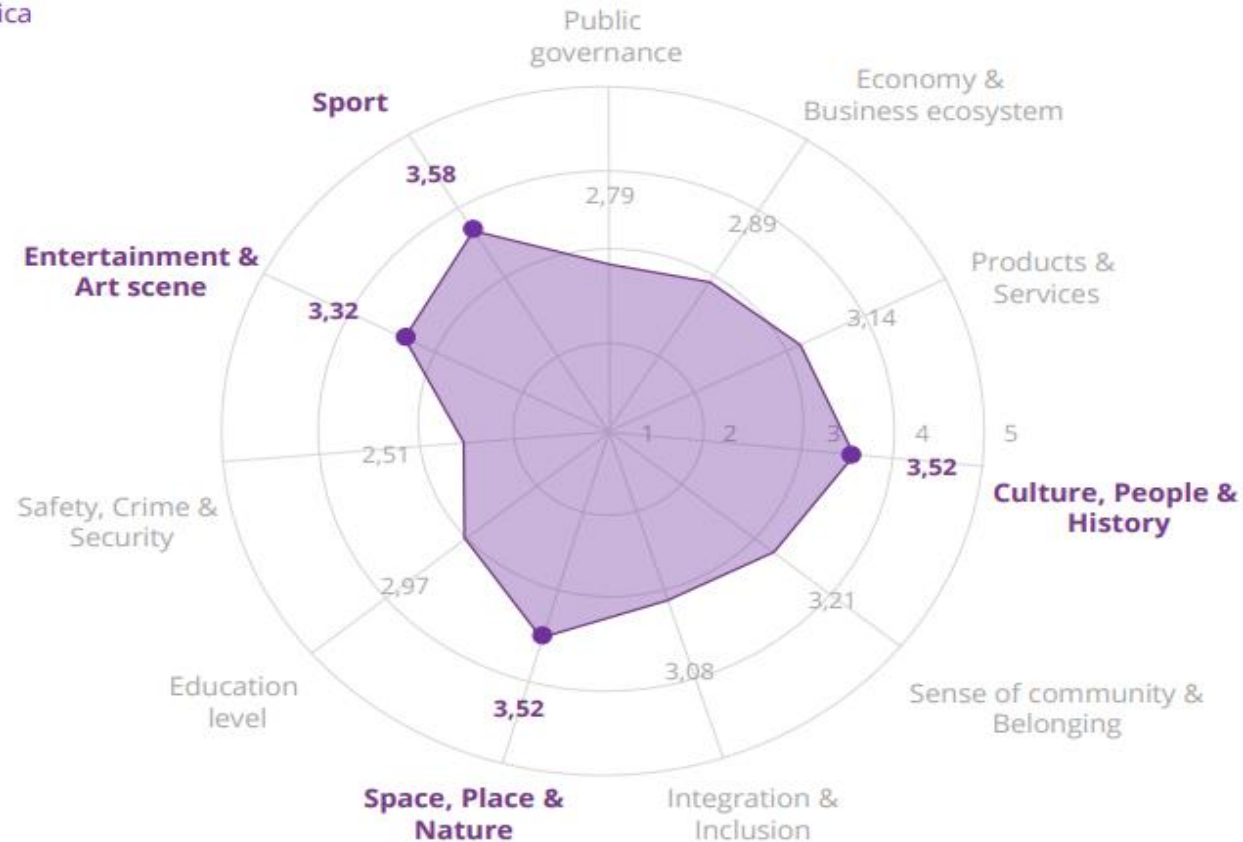
- 10  China
- 11  Switzerland
- 12  UAE
- 13  Saudi Arabia

SPACE, PLACE & NATURE, CULTURE, PEOPLE & HISTORY, SPORT & ENTERTAINMENT, AND ART SCENE ARE THE MAIN CONTRIBUTORS TO SOUTH AFRICA'S POSITIVE PERCEPTION

Figure: Specific types of perceptions of South Africa among **Not-familiars**

■ >3, 5 ■ 3,5-3,25 ■ 3,25-3 ■ < 3
 — Not-familiar with South Africa

Perception	
I	E

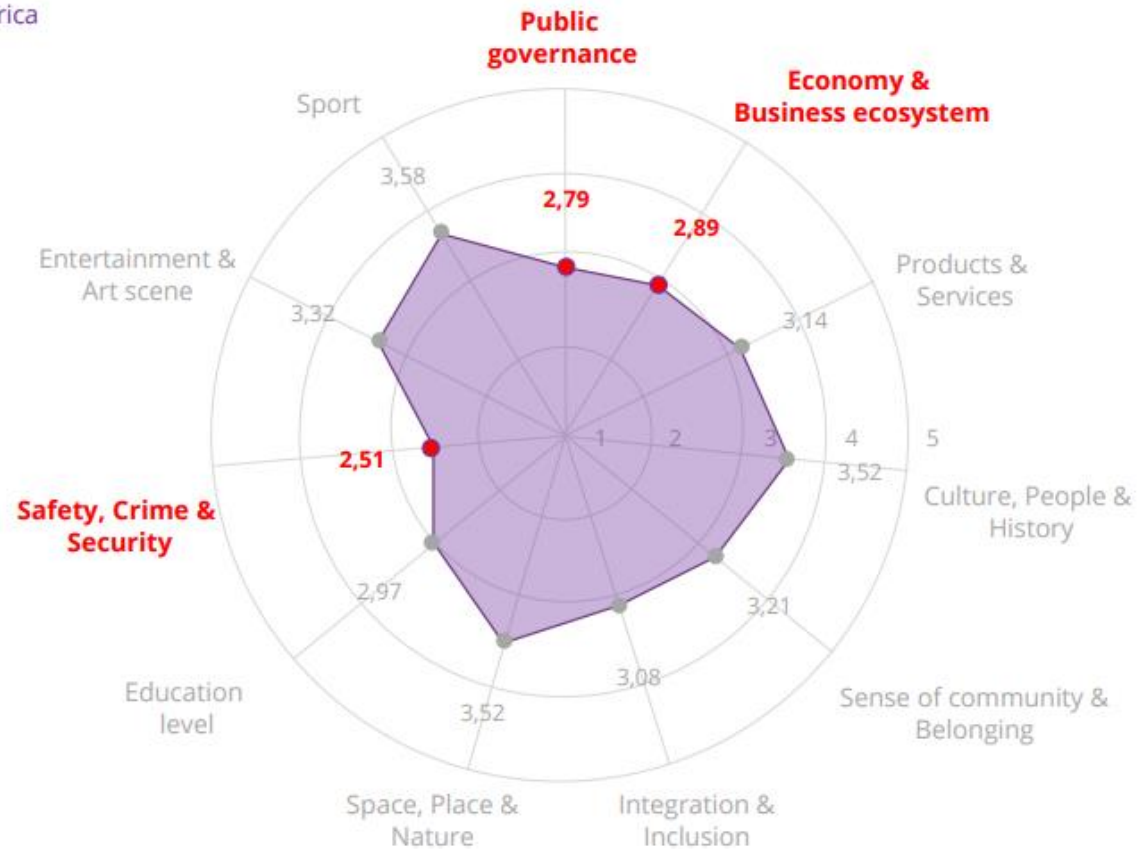


PUBLIC GOVERNANCE, SAFETY, CRIME & SECURITY, AND ECONOMY WORSEN THE OVERALL PERCEPTION

Figure: Specific types of perceptions of South Africa among **Not-familiars**

■ >3,5
 ■ 3,5-3,25
 ■ 3,25-3
 ■ <3
 — Not-familiar with South Africa

Perception	
I	E



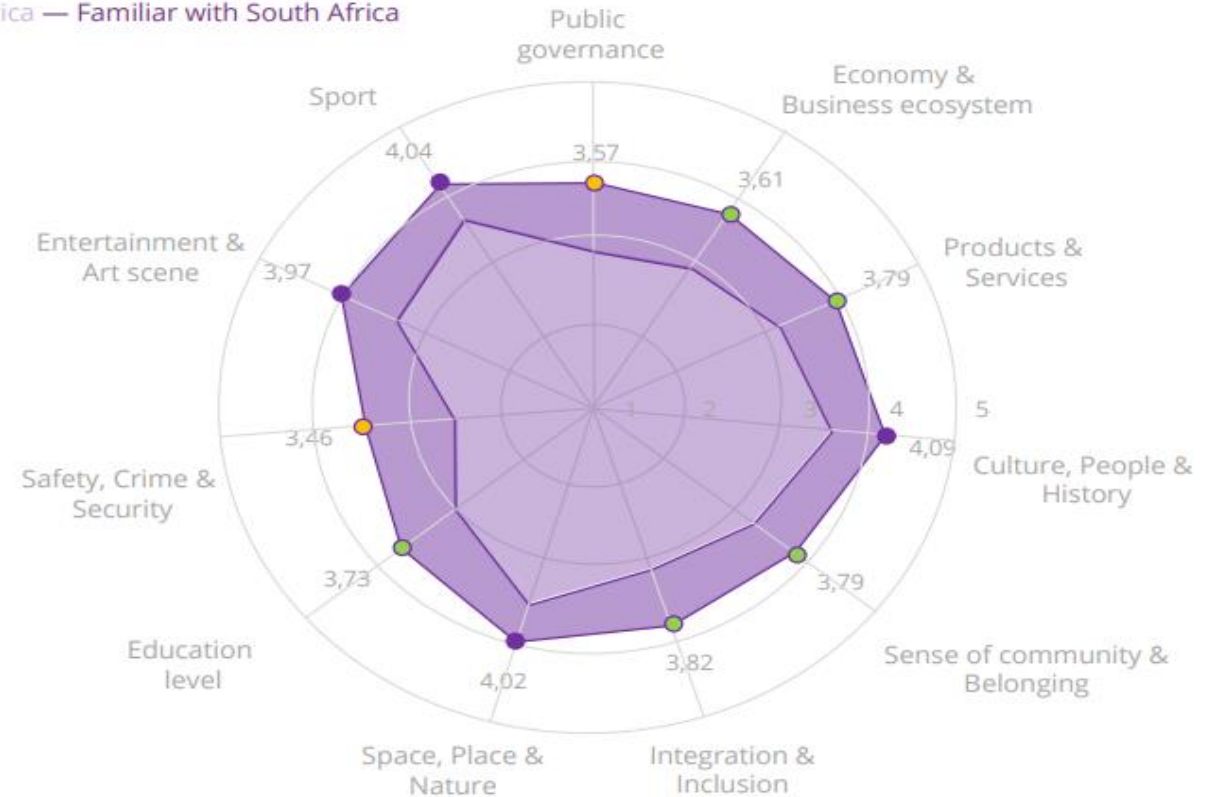
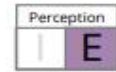
PERCEPTION TEND TO IMPROVE WHEN ‘EXPERIENCING’ THE COUNTRY

- Research has proven that perceptions tend to improve when “experiencing” the country
- Even the most problematic one – Safety, Crime & Security - has a moderately good perception once people have gotten to know South Africa.
- The perception of Public governance is also better among Familiars
- **Brand SA focus:**
 - Focus on the positives
 - Communicate interventions on issues negatively impacting the reputation of the country.

Figure: Specific types of perceptions of South Africa among **Familiars** and **Not-familiars**

■ >4 ■ 4-3,6 ■ 3,6-3 ■ < 3

— Not familiar with South Africa — Familiar with South Africa



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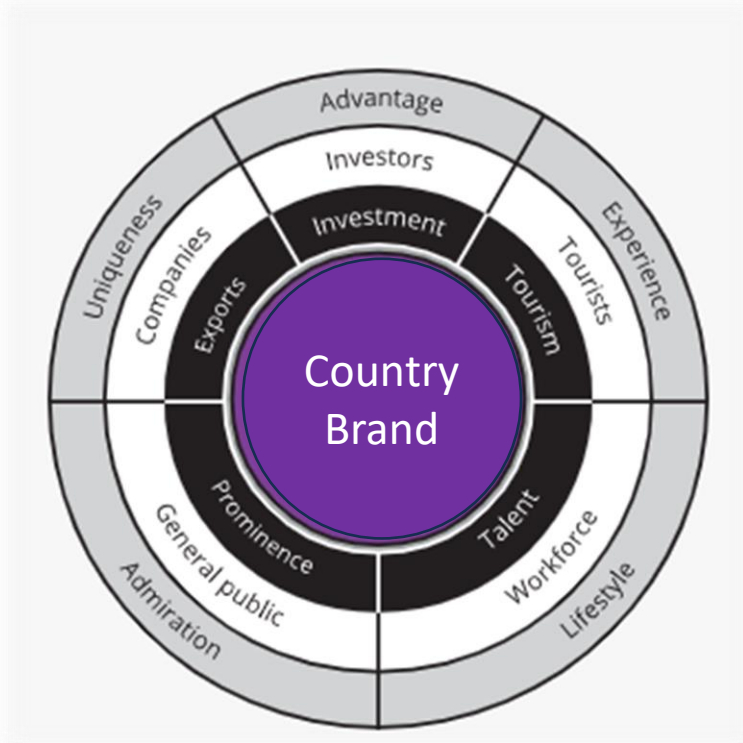
TOP-OF-MIND ASSOCIATION WITH SOUTH AFRICA CONFIRM THE CONCLUSIONS

Figure: Top-of-mind associations with South Africa from a general perspective



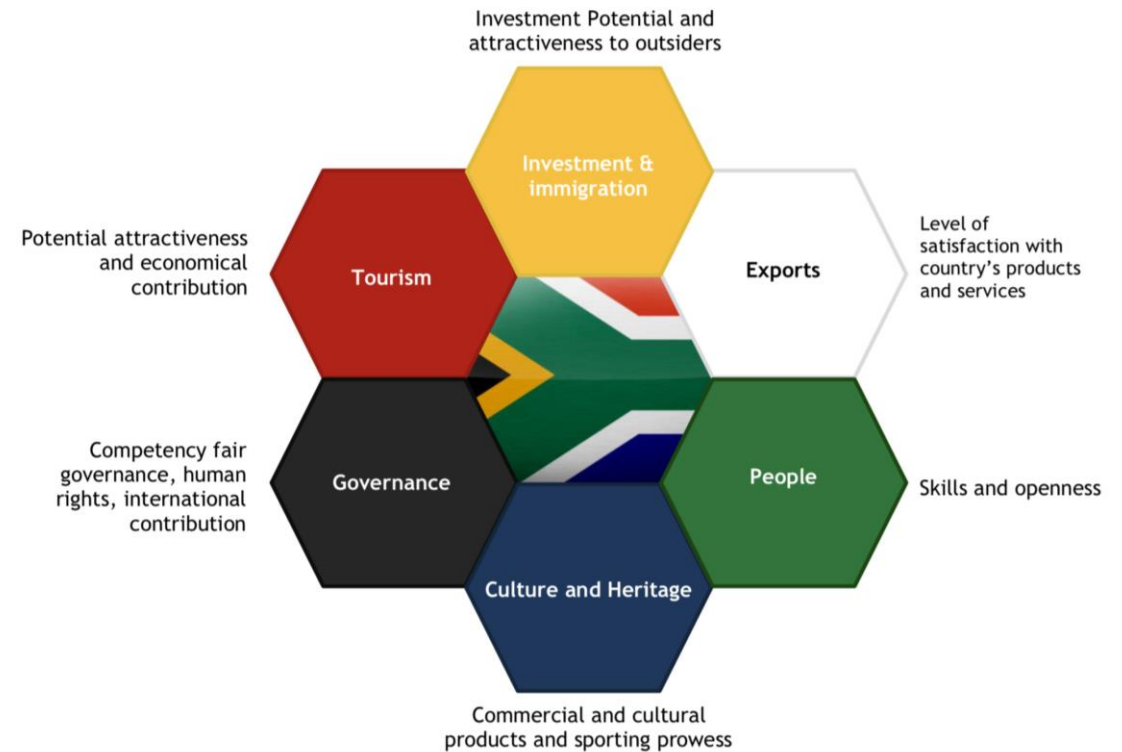
KEY LEARNINGS FROM BLOOM'S 2022 NATION BRANDING RESEARCH

Bloom's strategic approach to build a country's reputation and influence how it is perceived by the world.



Bloom's 2022 Key Insights on South Africa

- brand dimension, followed by Tourism and investment.
- Export - main competitors are Brazil and Turkey
- Investment - competes mainly with Turkey and Brazil and South Africa offers better investor experience.
- Investors perceive SA as a developed or developing country - refer it as the strongest economy in Africa



EXPORT AND INVESTMENTS LEARNINGS

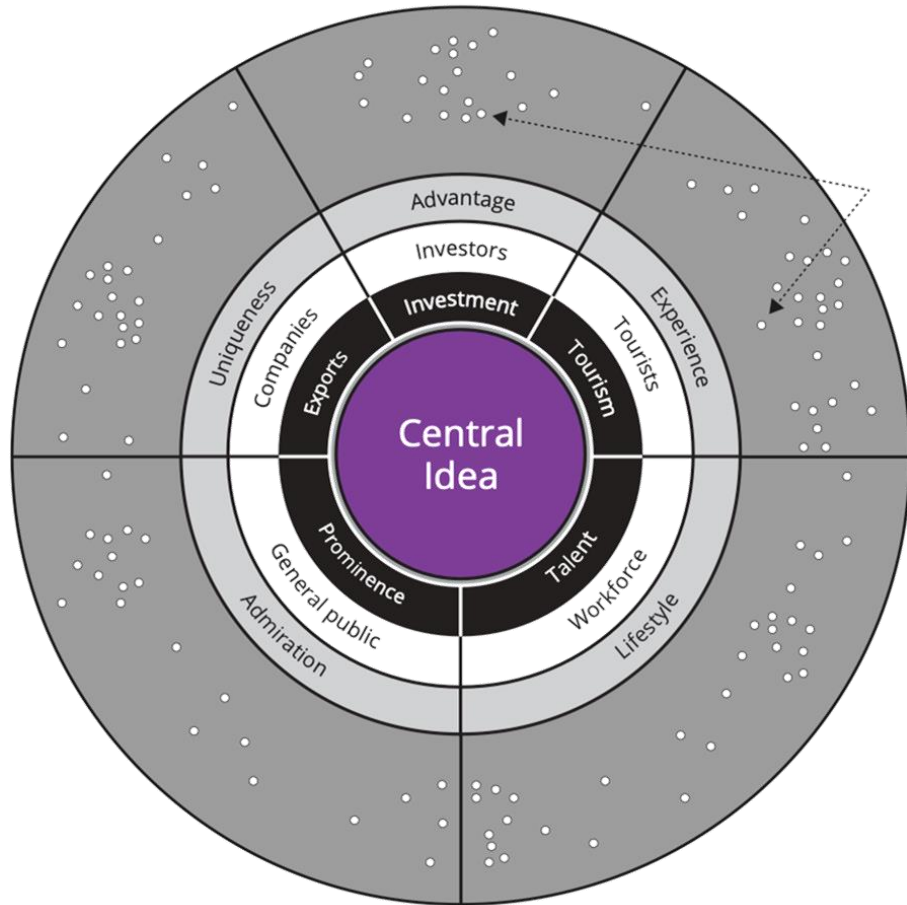
Trade conclusions based on Perceptions (how the world perceives South Africa)

- Export is the strongest brand dimension, followed by Tourism and Investment. The score for Investment is considerably lower than for Export.
- South Africa is competing with Turkey and Brazil for Investment. It is ahead of its competitors among Familiars, offering a better experience to investors than Turkey and Brazil, and leading the ranking together with such strong brands as the United Arab Emirates, and the United Kingdom. In terms of Export, the country is competing with Turkey and Thailand in the general ranking but approaching the lead position among Familiars.

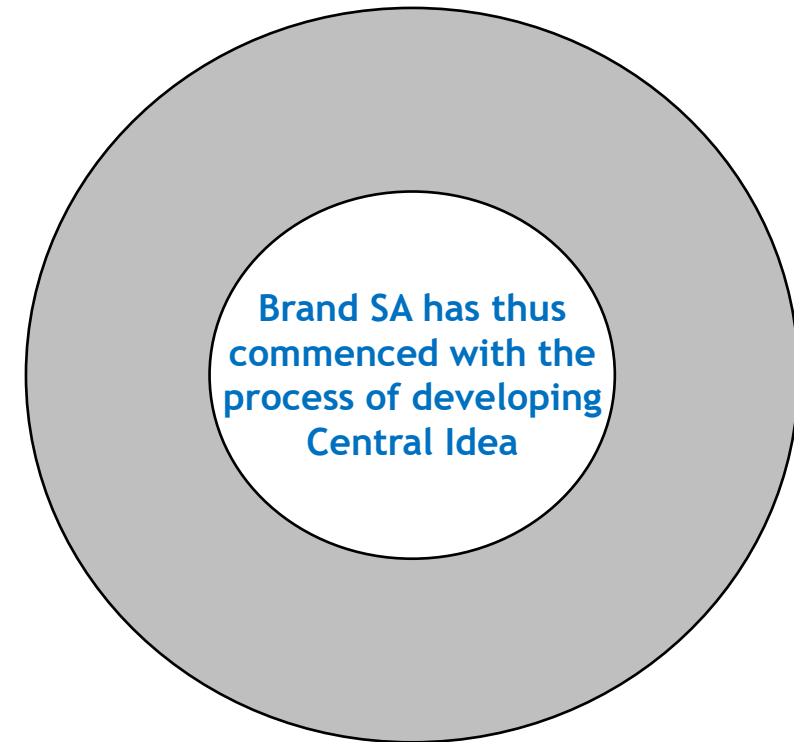
Trade conclusions Digital Appeal and Identity (what people search for about South Africa)

- South Africa has strong digital appeal in the Investment dimension where it is competing with Vietnam, Nigeria, Egypt, and Thailand.
- However, when it comes to Export, the country's position in terms of Digital Demand is quite weak. South Africa outcompetes only two countries - the United Arab Emirates and Nigeria.
- International investors mainly search for Economic strength and Fiscal policies, while businesspeople dealing with Export search for Metals and Energies.
- The United States is the main market for both Investment and Export, followed by the United Kingdom and India. The fastest growing markets are India and Germany, Canada and France for Investment and Saudi Arabia for Export.

THERE IS A NEED TO REFLECT AND REFINE /DEFINE/ARTICULATE THE COUNTRY'S 'CENTRAL IDEA' IN A WAY IS RELEVANT, CREDIBLE AND INSPIRING.



The Blooms Nation Branding research highlighted in their 2022 global research report that South Africa needs a singular “central idea” that drives investment, tourism, export, talent and prominence and a clear alignment across “flag carrier” brands that contribute to the nation building of brand SA.



A “Central Idea” is the emotional bond between places and their audiences, helping to build a positive, trust-based and lasting relationship and inspire rational actions.

BETTER AFRICA, BETTER WORLD: SOUTH AFRICA'S LEADERSHIP ROLE

Over the past 12 months, South Africa has seen a notable evolution in its diplomatic leadership, driven by its expanding role on the global stage:

- ❑ **G20:** Active participant, shaping global economic policies and fostering cooperation among major economies. 2025, will see South Africa
- ❑ **BRICS:** Key member, collaborating with emerging powers to address global challenges , promote economic growth and multilateralism.
- ❑ **AU Africa:** Leadership role in the African Union, contributing to regional stability, development, and integration.

This has significantly contributed to the nation's **global influence** continuous efforts to build a **strong and positive global reputation** by actively engaging in **mediating** and **facilitating conflict resolution**, advancing principles of **equitable economic development**, and serving as a **global champion for democracy and human rights**.

BETTER AFRICA, BETTER WORLD - CONFLICT RESOLUTION

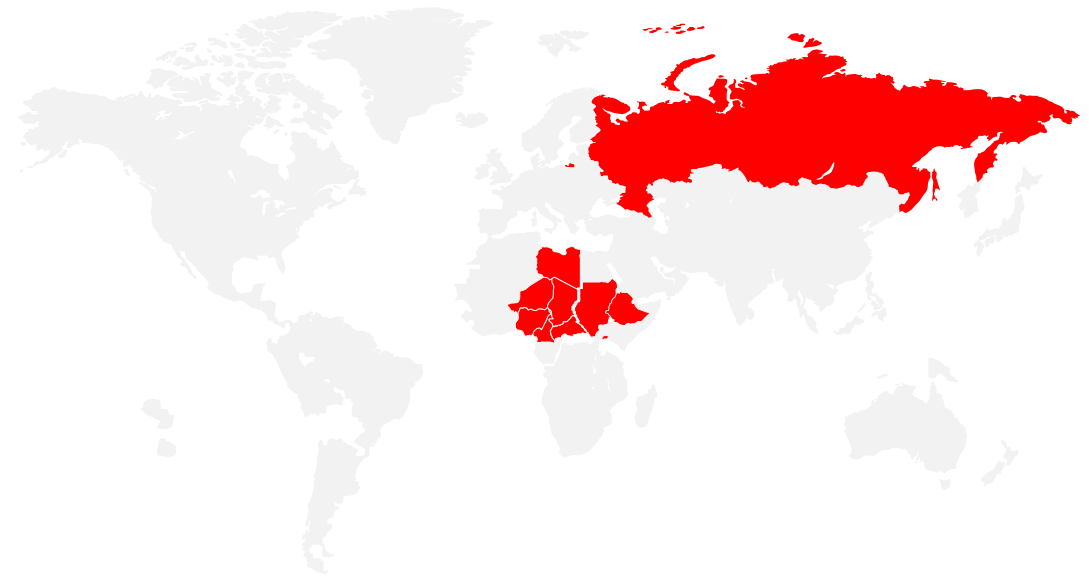
South Africa's international relations pivoted on **'non-aligned' stance** promoting **non-violence**, and the **peaceful resolution** of conflicts through negotiations.

Russia and Ukraine War - South Africa collaborated and partnered with 6 other African countries, including Egypt and Senegal. Presented to both Ukraine and Russia a 10-point plan as a means of initiating negotiations to end the conflict.

Africa Peace Efforts: The country is the 15th largest contributor of troops to UN peace operations globally (contributing around 1198 troops), and the 6th largest contributor of women to such missions.

- South Africa was part of negotiations, which resulted in the conclusion of the Pretoria Agreement ending the then 2-year long conflict between the Ethiopian Federal Government and Tigray People's Liberation Front.
- Pretoria has also advocated negotiations in respect of the Palestinian-Israeli conflict, and in relation to Syria.
- South Africa continues to maintain peace keeping troops in the Democratic Republic of the Congo, South Sudan and Abyei.

The country has also been a **vocal critic** of **unconstitutional changes of power**, especially on the continent, and has worked through the **African Union** and **Economic Community of West African States** to condemn this, even **supporting the suspension** of these countries from the AU.



BETTER AFRICA, BETTER WORLD - TRADE RELATIONS

Region	Cooperation with South Africa
BRICS	<ul style="list-style-type: none"> • 2016 to 2022, South Africa's total exports directed towards the BRIC economies grew by an annual growth rate of 7.1% reaching \$17.6 billion in 2022. Over the same period, total imports from the BRIC economies exhibited an average annual growth rate of 7.3%, culminating in a value of \$32.5 billion for 2022. • 31,5% BRICS share of Global GDP & 22% of Global Foreign Direct Investment. • South Africa Chair of BRICS in 2023, hosted a successful 15th BRICS Summit: • Historic expansion of BRICS (under SA's Chairship) to include Argentina, Egypt, Iran, Ethiopia, Saudi Arabia and the United Arab Emirates and this will further strengthen trade and economic ties. • New Development Bank (NDB) amongst worlds largest Multilateral Development Banks supporting SA in areas of governance, infrastructure development and energy.
Africa - Africa Continental Free Trade Agreement (AfCFTA)	<ul style="list-style-type: none"> • BRICS summit themed: “BRICS and Africa: Partnership for Mutually Accelerated Growth, Sustainable Development and Inclusive Multilateralism”. • South Africa playing a leading role through unlocking Africa's growth potential through BRICS • The AfCFTA represents a substantial economic market potential, amounting to US\$3 trillion for BRICS partners and other key trading partners. • South Africa collaboratively fostering value-chain development in partnership with BRICS nations, can contribute to development of Africa. • Increased manufacturing value-added in-line with the vision of 'Made-in-Africa'



BETTER AFRICA, BETTER WORLD

Region	Cooperation with South Africa
European Union (EU)	<ul style="list-style-type: none"> • Germany, France, Netherlands and the UK remain South Africa’s strongest trade partners • Trade valued at ab estimated €55 billion (2022) • Just Energy Transition Partnership - \$8 billion in financing to transition toward cleaner forms of energy • \$1 billion Hydrogen Fund - Agreement concluded between S.A., Netherlands and Denmark. • South Africa is one of the European Union’s only ten strategic partners, globally. • SA-EU Strategic Partnership key focus areas trade and investment, energy, health, education, training, and skills development as well as science, technology and innovation. • SA chaired South Africa-European Union Ministerial Political Dialogue, 26 and 27 Jan 2023.
North- America	<ul style="list-style-type: none"> • Trade between USA and SA stood at \$21 billion in 2022. • The US is South Africa’s 2nd largest exporter, with exports from S.A. estimated at \$14 billion in 2022. • S.A. largest non-oil beneficiary of AGOA, in terms of total value and number of products benefitting from the agreement. • Precious stones (46%), motor vehicles (13%, and Iron and Steel and Industrial machinery (5.5%) comprised the main products exported. • US exports to South Africa conversely, mainly comprise machinery and mechanical appliances (22.7%), and transport related equipment (17.4%). • South Africa and USA have held talks to deepen trade between the two nations, SA is due to host the AGOA forum in November 2023.

BRAND *South Africa*



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> Marketing Strategy



BRAND SOUTH AFRICA BRAND KEY - POSITIONING PLATFORM

Values

- Ubuntu
- Authenticity
- Tolerance
- Transparency
- Democracy
- Resilient
- Diversity

Personality

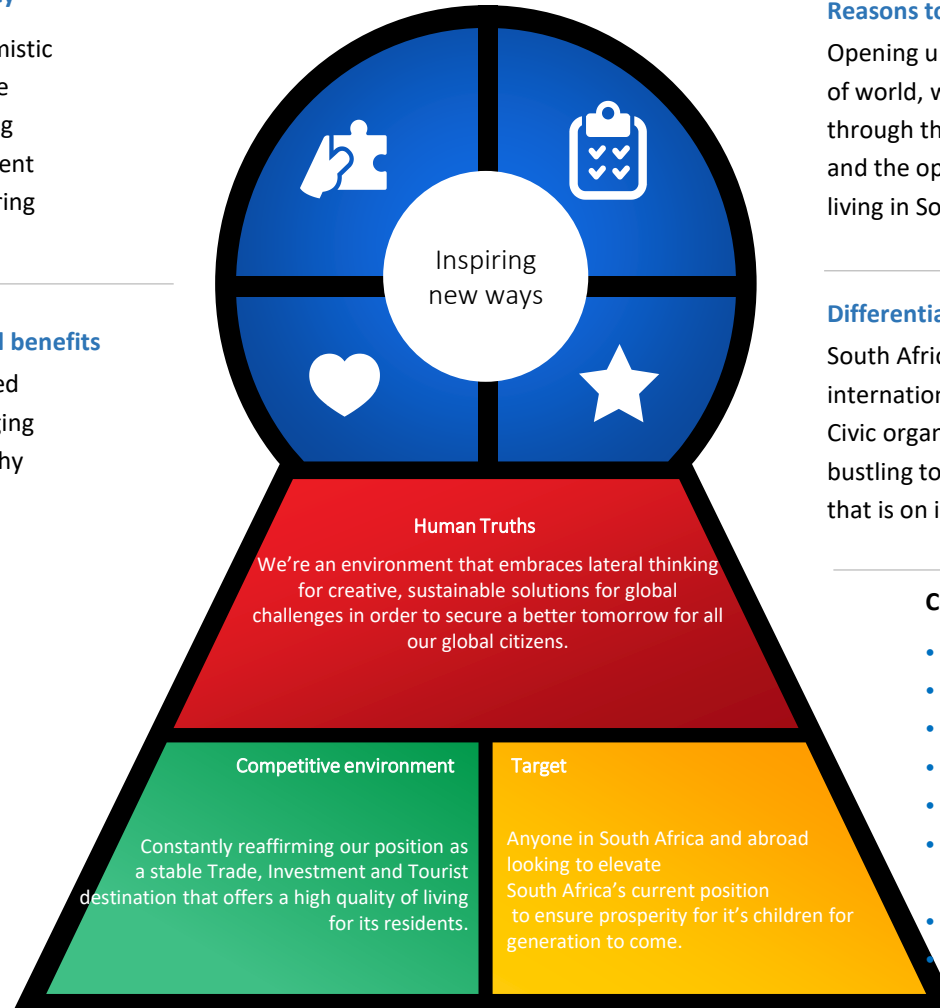
- Optimistic
- Active
- Daring
- Resilient
- Inspiring

Functional benefits

- World-class infrastructure
- Ease of doing business
- Robust financial services sector
- Abundance of mineral resources
- Breath-taking natural landscape

Emotional benefits

- Involved
- Belonging
- Empathy
- Caring



Reasons to believe

Opening up gates of opportunity for the African continent sand the rest of world, while preserving our position as a leading African country through the provision of world-class infrastructure, abundant resources and the opportunities for economic growth for all those investing and living in South Africa.

Differentiator

South Africa is the only African country that has proven to be an international standard of efficiency. State departments are functional. Civic organisations are active. The economy is thriving and stable. A bustling tourist destination. These are the hallmarks of a mature state that is on its way to fully realising its unlimited potential.

Competitive Advantages

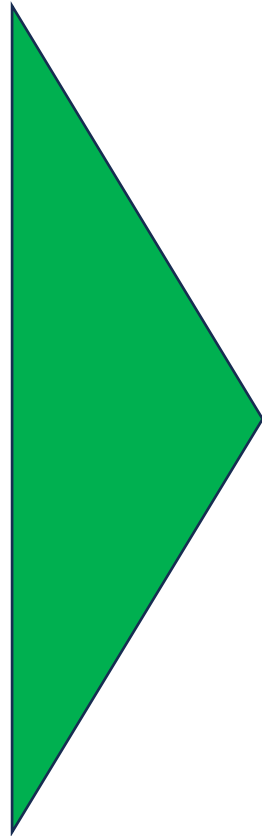
- Health infrastructure and Skills.
- Science & Technology (Health sciences, Aerospace & Defence).
- Favourable Business Climate
- Active Stock exchange (top 20 worldwide)
- Competent State Financial Management
- World's largest producer of chrome, manganese, platinum, vanadium and vermiculite.
- Second largest producer of ilmenite, palladium, rutile and zirconium
- Strategic geographical location, that makes it an ideal hub to access the sub-Saharan markets.
- People, Creative Arts, Sports

TARGET MARKETS

Africa	Arab States	Americas	Common Wealth	Europe	Asia
<ul style="list-style-type: none"> • SADC • African Union • ECOWAS • East Africa (Kenya & Ethiopia) • West Africa (focus on Nigeria) • North Africa (Egypt, Algeria, Sudan, Lybia) 	<ul style="list-style-type: none"> • Saudi Arabia • UAE • Iraq • Qatar • Iran 	<ul style="list-style-type: none"> • USA • Canada • Brazil • Argentina • Chile • Paraguay • Uruguay 	<ul style="list-style-type: none"> • United Kingdom • Australia • New Zealand • Canada • Singapore 	<ul style="list-style-type: none"> • Germany • Belgium • Italy • Spain • Netherlands • Sweden • France 	<ul style="list-style-type: none"> • China • India • Russia • Japan • Thailand

STRATEGIC PLATFORMS AND PLAN OF ACTION

- SA Investment Conference
- Intra Africa Trade Fair
- AU Meetings
- AfCFTA Meetings
- UNGA
- WEF Meetings
- BRICS Summit
- FOCAC
- JSE SA Tomorrow Conference
- COP
- Mining Indaba
- State Visits
- G20
- AGOA
- Africa Russia Summit
- Nation Brand Forum
- Business Roundtables
- Heads of Mission Conference



- Articulate Nation Brand value proposition
- Communicate competitive advantages and country benefits
- Influence and shape perceptions through messaging
- Empower stakeholder with Nation Brand Performance insights (how South Africa performs against peer countries)
- Implement strategies that protect the Nation Brand Reputation

TARGETTED AUDIENCES AND KEY MESSENGERS

Messengers of South Africa

- South African Government Leaders are key messengers
- Investment promotion and tourism promotion agencies
- **SA Missions** abroad are a key resource in the delivery of South Africa's message in strategic markets.
- Brand SA to work closely with missions in the promotion of South Africa as a strategic partner and investment destination.
- Brand SA to work with **South African Multinationals & encourage the adoption of 'country of origin promotion'**
- **Corporate endorsements** from **current investors** are critical to promoting the Nation Brand to domestic and international audiences.
- Global South Africans
- Globally recognised Civil Society organisations (such as the Gift of the Givers).
- **Role: Advocacy and Influence**

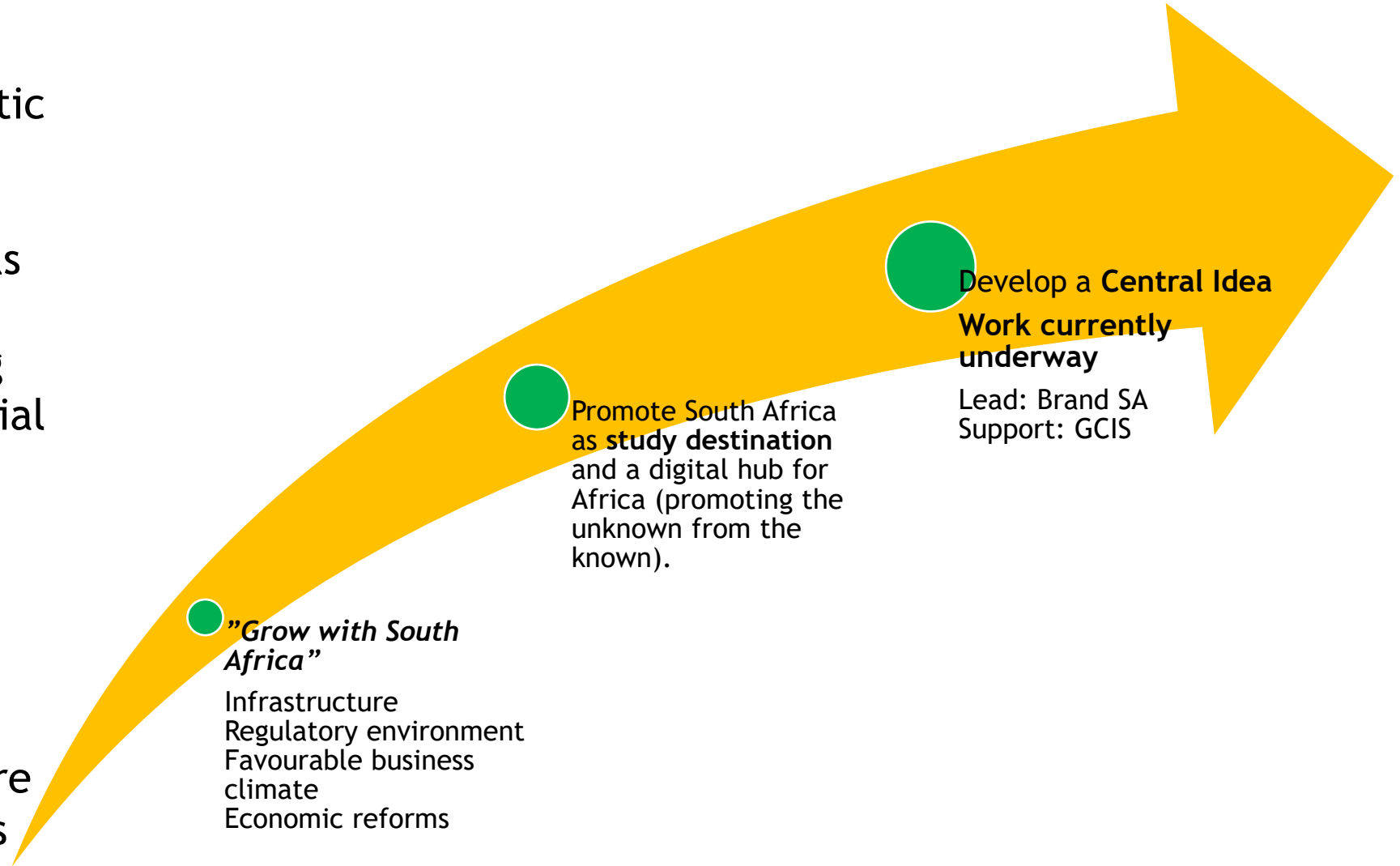
Audiences to be Targeted

- **Current and prospective investors** (Multinationals housed in South Africa).
- Brand SA will target **foreign chambers** and foreign trade mission to ensure that relevant and factual information is shared with their members. These include for example the American Chamber of Commerce; Japan External Trade Organization amongst others.
- **Role: Influence and Endorsement**

INTERNATIONAL MARKETING APPROACH

Penetrating & Growth:

- Continue with the thematic approach to **"Grow with South Africa"** aligned to positioning South Africa as an **investment hub** and committed to showcasing the country's vast potential conducive to attracting international investors.
- Maintain strategy to converted audiences
- Additional deliverables are promoting South Africa as **study destination** and a digital hub for Africa.

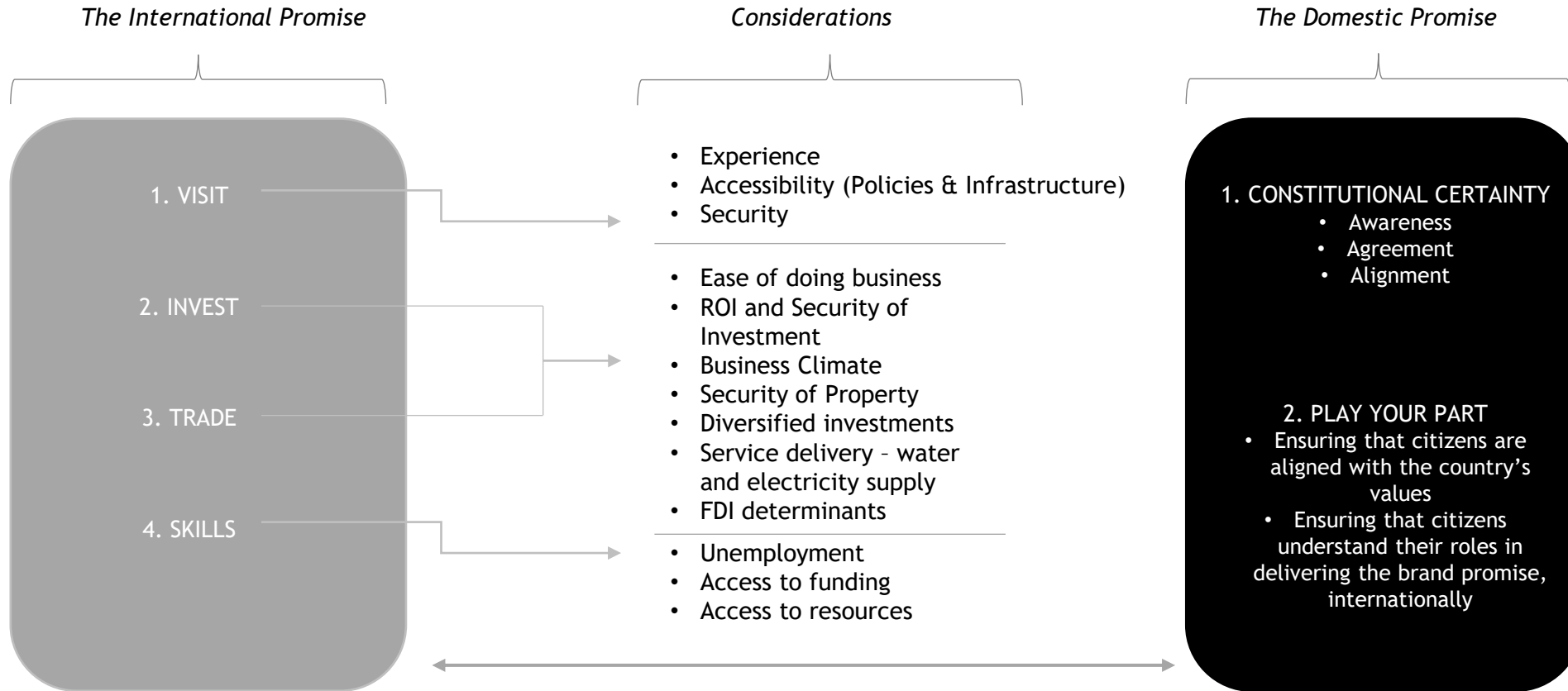


• **"Grow with South Africa"**
 Infrastructure
 Regulatory environment
 Favourable business climate
 Economic reforms

• Promote South Africa as **study destination** and a digital hub for Africa (promoting the unknown from the known).

• **Develop a Central Idea**
Work currently underway
 Lead: Brand SA
 Support: GCIS

OUR APPROACH



STRATEGIC PLATFORM

WHERE INTERNATIONAL INVESTORS ARE

THE CONCEPT FOR OUR INTERNATIONAL CAMPAIGN

WHERE WE WANT INTERNATIONAL INVESTORS TO BE

Key factors driving investor

uncertainty:

- Economic challenges
- Political instability
- Infrastructure/energy challenges
- Safety and security
- Crime and corruption



Key factors to drive investor confidence:

- Diverse economy (wide range of industries)
- Well-developed financial sector
- Strong telecommunications sector and a growing software industry
- Second largest economy in Africa

Concept for international campaign considers brand benefits and competitive advantages

MESSAGING PLATFORM

SOUTH AFRICA: THIS IS WHY WE MATTER

Leverage international companies with a long history of investing in South Africa and continue to invest and partner with South African companies (Investor Assurance job, Boost investor confidence)
Use regulatory environment and investor protection indices to assure investors



Credible story to international investors, business people, decision-makers and thought leaders is that South Africa is still a favourable, stable and safe environment for investment

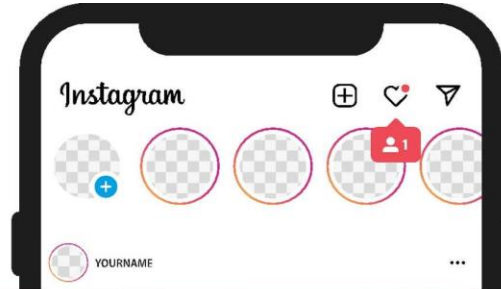
South Africa is addressing its key challenges (reassurance and investor confidence). For example: communicating Energy & Crime interventions; as well strength of the country's regulatory institutions and rule of law.

SOUTH AFRICA: THIS IS WHY WE MATTER

Investor Assurance



APPLICATION - FINANCIAL REGULATION



THIS IS WHY WE MATTER...

Invest with confidence in South Africa, where our steadfast and time-honoured financial system paves the way for balanced and sustainable economic growth.

12.8%	62.3	30.4%	21.5	1291	24.3
121.9	18.3%	16.4	412.8	36	
521.4	15.8%	65.2	3632	5	
85.7	12.1%	30.7	218.8		
19.3	24.1%	41.7	241.8		
1.9	18.3%	16.4	412.8		
62.3	30.4%	21.5	128		
121.9	18.3%	16.4	41		
521.4	15.8%	65.2	3		

#GrowWithSouthAfrica
#BelieveInSA




Your ambitions are supported by a rock-solid foundation, ensuring an investment journey of stability and prosperity.

Protect the value of the currency in the interest of balanced and sustainable economic growth.

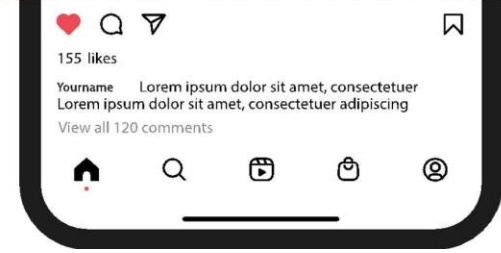
Johannesburg Stock Exchange (JSE) in South Africa has largest stock exchange in Africa.



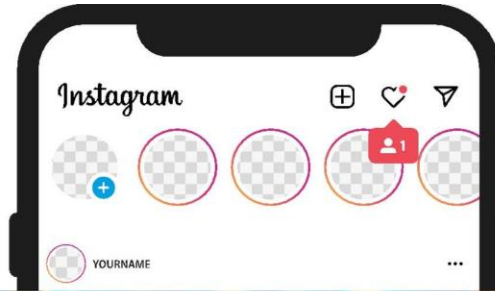
Key Government Regulatory Bodies



#GrowWithSouthAfrica
#BelieveInSA

APPLICATION - LEGAL REGULATION



THIS IS WHY WE MATTER...

Well established legal system is in place that underpins business transactions and processes.

#ThisIsWhyWeMatter
#BelieveInSA



South Africa
Inspiring new ways

This system ensure that contracts are honoured, property rights are protected and disputes are resolved efficiently



The FSCA is the regulatory authority responsible for overseeing and regulating various aspects of the financial sector in South Africa, including stock exchanges like the JSE.

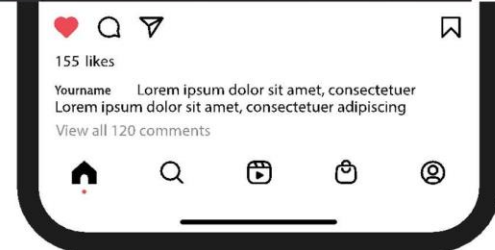
Key Government Regulatory Bodies



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INTERNATIONAL CAMPAIGN OBJECTIVES

The international objective of Brand South Africa is to actively promote South Africa as an investment destination to enhance the country's global competitiveness. Detailed objectives are:

1. Enhance **awareness, image, and reputation** of South Africa's Nation Brand among international audiences whilst protecting the country's reputation.
2. Strengthen South Africa's position as an **attractive business and investment destination**.
3. Highlight South Africa's **strategic significance** in the region and establish the country as a **global player** with the ability to positively impact the global agenda.

INTERNATIONAL CAMPAIGN TARGET MARKET



BRAND *South Africa*



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> **Thank You**

